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NASA Ames pursues business opportunities at Nano 2005



About 400 people participated in the Nano 2005 Conference at the Westin Hotel Santa Clara in June.

Approximately 400 representatives from industry, academia and government came together for a successful two-day Nanotechnology 2005 conference at the Westin Hotel Santa Clara, June 7 - 8. Scott Budman, NBC 11 technology reporter and master of ceremonies, along with a welcoming address by Stan Newberry, deputy director of NASA Ames, kicked off the event.

The plenary sessions included dynamic and interactive discussions related to nanotechnology as it applies to semiconductor/electronics, biotechnology and aerospace/defense. Keynote speaker Matthew Nordan, vice president of research at Lux Research, addressed the group on the topic of 'Nanotechnology Myth and Reality: Separating Commercial Opportunity from Hype.' He was followed by keynote speakers Banny Banerjee and Craig Lawrence from international designing engineering company IDEO, sharing the topic of 'A Culture of Innovation.'

Day two of the conference featured a business focus starting off with keynote speaker Paul Saffo reflecting on the topic 'Risk and Failure - the Keys to Success.' The day concluded with expert speakers in the venture capital community and case studies from various new companies on how to create a successful start-up.

"The Nano 2005 Conference was designed to bring industry leaders together with NASA managers and technologists to discuss potential joint busi-

ness opportunities," said Lisa Lockyer, chief of the Technology Partnership Division. "We are already responding to dozens of leads that were made at this forum."

The conference, which was coordinated by the Technology Partnerships Division (Code EP), included an exhibition hall where companies such as mPhase Technologies, NanoBioNexus, NanoDynamics Inc. and others displayed their company products and capabilities. Several exhibits from NASA Ames also were on display.

For more information about the event, contact the Technology Partnerships Division at ext. 4-1754.

BY BETSY ROBINSON



Several members of the news media interviewed attendees at Nano 2005.

NASA photos by Dominic Hart



Scott Budman, NBC 11 technology reporter, served as master of ceremonies during the opening sessions at Nano 2005.